

REMARKS

The amendments and remarks presented herein are believed to be fully responsive to the Office Action.

Claims 1, 3-8, 10, 12, 15, 16, 21 and 22 are pending in the present application. Claims 1, 3, 4, 5, 8, 10, 21 and 22 have been amended. No new matter has been added. The independent claims recited by the present application are claims 1, 10, 21 and 22.

Examiner Interview Summary: Attorney (Changhoon Lee) for the Applicant would like to thank Examiner Nathan C. Uber for the helpfulness and courtesy shown in the telephonic interview with Examiner on January 12, 2010. Attorney respectfully amends the claims generally in accordance with the Examiner's suggestions. The Attorney presented, and the Examiner agreed, that the claimed invention as amended herein is distinguishable over the cited Davis reference.

OBJECTION

The amendment to the specification filed on August 25, 2009, canceling the disclosure of transmission medium, is objected to under 35 U.S.C. 132(a) because it introduces new matter into the disclosure. In accordance with the Examiner's advice, Applicant respectfully withdraws the amendment.

CLAIM REJECTIONS:

A. Claim Rejections under 35 U.S.C. § 101

Claims 21 and 22 are rejected under U.S.C. 101 because the claimed invention is directed to non-statutory subject matter. The Examiner noted that the broadest reasonable interpretation of the claims in light of the current specification includes transmission medium.

In reference to para. [106] of the present application, reproduced below for the Examiner's convenience, Applicant defines the computer-readable medium that includes both the computer readable recording medium (hardware device) and the transmission medium. In

accordance to the Examiner's advice, to exclude the transmission medium, Applicant amends claims 20 and 21 to recite "computer-readable recording media." Accordingly, claims 21 and 22 are now in condition for allowance.

[0106] The embodiments of the present invention include a computer-readable medium having a program with instructions for performing operations implemented by a variety of computers. The computer-readable medium can include instructions of a program, a data file, a data structure or the like, or a combination thereof. The medium can be specially designed or constructed to be adapted to the present invention, or can be one known to those skilled in the field of computer software. Examples of the computer-readable recording medium can include hardware devices, which are specially designed to store and perform instructions of a program, including magnetic media such as a hard disk, a floppy disk and a magnetic tape, optical recording media such as a CD-ROM and a DVD, a magnetic-optical media such as a floptical disk, a ROM (Read Only Memory), a RAM (Random Access Memory) and a flash memory. The medium can be a transmission medium, such as an optical or metal line or a waveguide, which transmits carrier waves including signals for specifying instructions of a program, a data structure and the like. An example of instructions of a program can include a high-level language code that can be executed by a computer using an interpreter or the like as well as a machine code such as a code prepared by a compiler.

B. Claim Rejections under 35 U.S.C. § 102

(1) The Office Action states that claims 1, 3-8, 10, 12, 14-16 and 21-22 are rejected under 35 U.S.C. § 102(b) as being anticipated by Davis et al., U.S. Patent No. 6,269,361 (hereinafter "Davis"). Applicant respectfully traverses these rejections.

The Cited David Reference

(2) Davis discloses the "**bid for placement**" model of the keyword advertising. Davis discloses a keyword advertising system and method which identifies search listings having search terms generating a match with the search request and orders the identified search listings into a search result list according to the respective bid amounts for the identified search listings. In reference to Davis, pg. 8, lines 8 - 24 and pg. 9, lines 6-20, the higher bidder's advertisement is displayed on an advantageous position which might generate more clicks. Davis discloses that the search result list is arranged in order of decreasing bid amount, with the search listing corresponding to the highest bids displayed first to the searcher.

Claims 1, 10, 21 and 22

(3) The claimed invention is directed to a method of or computer-readable recording media to perform acts of automatic re-bidding process for a specific advertisement position on a web page associated with a search keyword based on previously entered biddings for the advertising position. A search result for a search keyword defines a plurality of advertising areas (i.e. a plurality of unit display zones) in association with the search keyword. For example, the claimed invention receives a set of bids for the first unit display zone and another set of bids for the second unit display zone where both the first and second unit display zones are displayed in response to the same search request associated with the same search keyword. The present invention receives multiple bids for each advertising area associated with the same search keyword from a plurality of advertisers for the search keyword and stores bid data containing such bids, which are not found in Davis.

Fig. 3

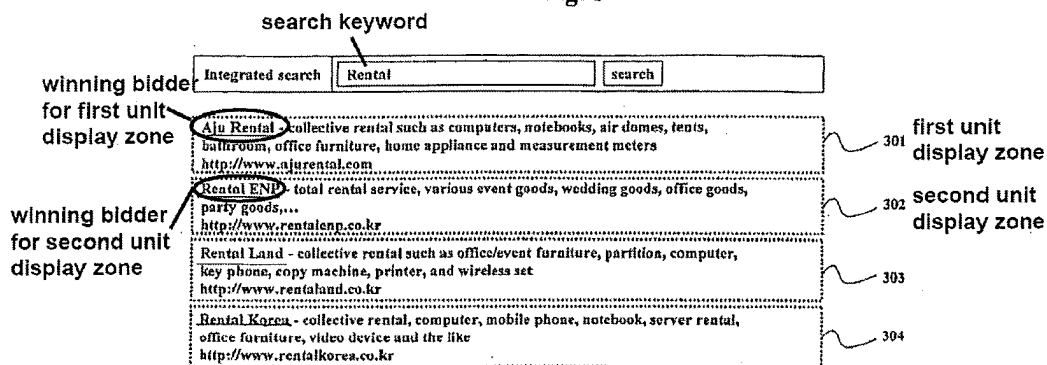


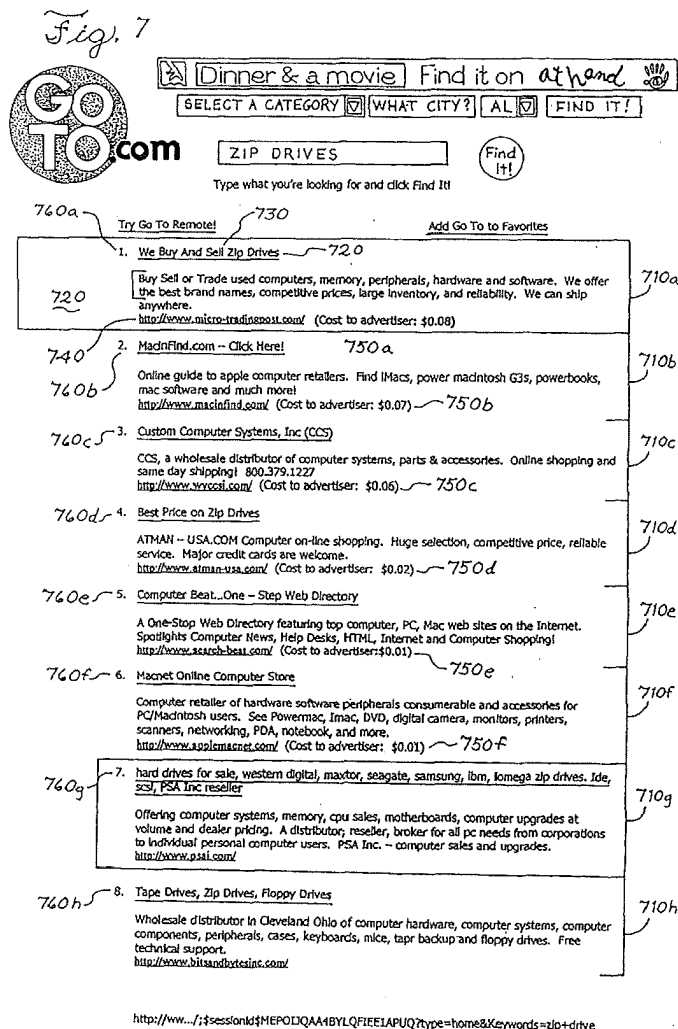
Fig. 4

Rank	first unit display zone		second unit display zone	
	<Bid field>		Bid data: Fee per single click	
First rank	Aju Rental 800won	Rental ENP 900won	Rental Land 950won	Rental Korea 600won
Second rank	A 750won	B 800won	C 700won	D 400won
Third rank	E 700won	F 700won	G 600won	
Fourth rank				
First bid price data	OA bank 1,000won	OA bank 1,000won	OA bank 700won	OA bank 700won

(4) Furthermore, the claimed invention as amended herein receives selection of multiple advertising areas (i.e. unit display zones) for the same search keyword from the same advertiser. Particularly, the claimed method receives a keyword, selection of a preferred unit display zone associated with the keyword, a bid price for the preferred unit display zone, selection of at least one secondary unit display zone associated with the keyword and a bid price for said at least one secondary unit display zone from one or more advertisers. Both the preferred unit display zone and the at least one secondary unit display zone are to be displayed in the same search result in response to a search request associated with the same keyword. In reference to Figs. 3 and 4 above, reproduced for the Examiner's convenience with annotation, the claimed invention defines a plurality of unit display zones (e.g. first and second unit display zones) in association with a predetermined keyword and receives one or more bid data for each unit display zone from one or more advertisers. As illustrated in the above figures, the advertiser, OA bank has selected one preferred unit display zone (e.g. Unit Display Zone 1 - bid price of 1,000 Won) and three secondary unit display zones (e.g. Unit Display Zones 2-4). Those unit display zones would be displayed in the same search result in response to a search request having the same predetermined keyword.

(5) On the contrary, Davis does not disclose the claimed limitations of "defining a plurality of unit display zones in association with a predetermined keyword, each of said unit display zones being an advertising position to be displayed in a same search result in response to a search request associated with said predetermined keyword wherein a separate bidding process is performed for each of said unit display zones based on each advertiser's selection of a unit display zone and bid prices; and receiving a keyword, selection of a preferred unit display zone associated with the keyword, a bid price for the preferred unit display zone, selection of at least one secondary unit display zone associated with the keyword and a bid price for said at least one secondary unit display zone from one or more advertisers, both the preferred unit display zone and the at least one secondary unit display zone being displayed in a same search result in response to a search request associated with the keyword."¹

¹ The amended limitations are supported by the specification, for example, para. [0052] - [0061].



(6) In reference to Fig. 7 above, reproduced for the Examiner's convenience, and col. 18, lines 4-21, the advertising management system of Davis receives multiple biddings for the search keyword, not for each unit display zone of multiple unit display zones associated with the same search keyword, and orders and arranges the search listings in order from highest to lowest bid amount. For example, the bid data received for the first ranked advertising entry (i.e. search list entry) 710a in Fig. 7 are same with the bid data received for the second ranked advertising entry 710b. In this regard, Davis does not disclose the claimed limitations of "retrieving at least a portion of said stored bid data from the memory wherein the first advertiser's right to display the advertisement on the first unit display zone is determined to be terminated; determining a second

winning bid without soliciting new bids, based at least in part on a bid price, among said retrieved bid data for placement of an advertisement on said first unit display zone, said retrieved bid data including previously entered bids for said first unit display zone; transferring said right to display an advertisement on said first unit display zone from said first advertiser to a second advertiser which has submitted said second winning bid.”

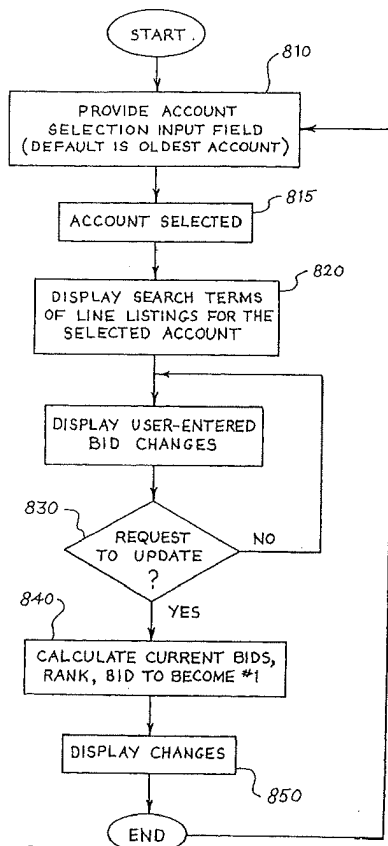


Fig. 8

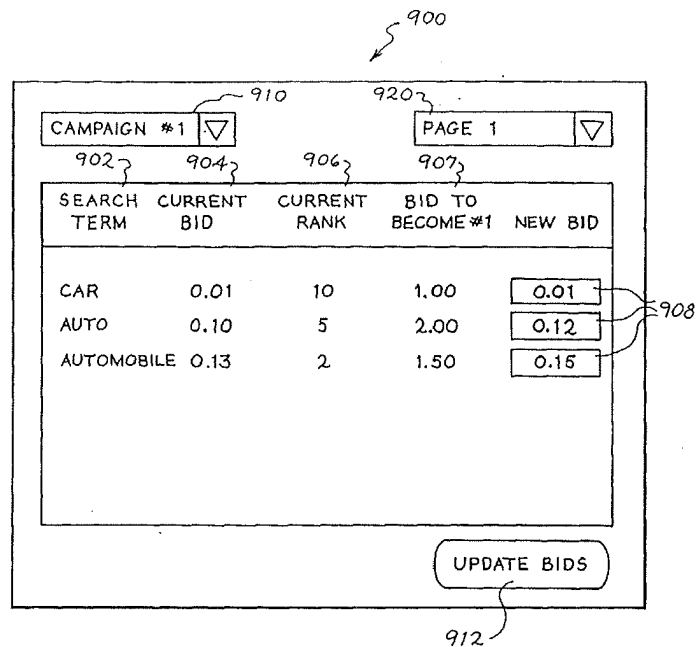


Fig. 9

(7) Furthermore, Davis only discloses that a single advertiser can bid for multiple search keywords, not for the multiple unit display zones associated with the same search keyword. In reference to Figs. 8 and 9 above, reproduced for the Examiner’s convenience, and col. 18, line 37- col. 19, line 16, Davis discloses a user interface enabling an advertiser to manage his or her multiple biddings (908) for different search terms (902) via consolidated interface.

(8) In reference to col. 9, lines 42-49, Davis discloses the general description of typical bid for placement model². As discussed above, Davis does not disclose winning bids for more than one positions associated with the same search keyword. It just selects a predetermined number of winning bids for one search term, ranks the selected winning bids and arranges them in the order of the bid amount. Thus, while Davis does not disclose them, upon termination of the first ranked bidder's advertisement, the system could move up the second ranked bidder because the advertisers (i.e. bidders) have not designated advertising position or location for their bidding. On the contrary, the claimed invention receives two different sets of biddings for the respective first unit display zone and the second unit display zone and determines only one winning bid for each unit display zone. Thus, teachings in Davis are not applicable to the claimed invention.

(9) As to claims 1 and 21, Davis does not disclose the claimed limitations of "performing a re-bid process for said second unit display zone wherein a winning bid for the second unit display zone is determined based at least in part on a bid price among previously stored bids for the second unit display zone including the first advertiser's bid for the second unit display zone." Again, Davis does not disclose defining multiple predetermined advertising positions for the same keyword and an advertiser's selection of a plurality of the multiple advertising positions for the same keyword, as the preferred position and the secondary position. The claimed re-bid process is performed for a secondary unit display zone of an advertiser who loses the winning bid for his/her preferred unit display zone, which is not found in Davis.

Claim 3

Examiner rejects claim 3 which depends from claim 1 as being anticipated by Davis. Thus, the above remarks are equally applicable for the dependent claim 3.

Claim 3 has been amended to remove the "if" limitations. The claimed invention allows an advertiser to select a plurality of secondary unit display zones. If the advertiser whose right to display the ads for the preferred unit display zone is to be terminated has submitted a winning bid for more than one of the plurality of secondary unit display zones, only one of said secondary unit display zones would be assigned to the advertiser for displaying his/her ads, which are not

² The higher bids receive more advantageous placement on the search result list page generated by the search engine 24 when a search using the search term bid on by the advertiser is executed. In a preferred embodiment of the present invention, the amount bid by an advertiser comprises a money amount that is deducted from the account of the advertiser for each time the advertiser's web site is accessed via a hyperlink on the search result list page.

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found in Davis. Further, the one secondary unit display zone is selected in accordance with at least one predetermined display priority condition, which is not found in Davis. As such, claim 3 is clearly allowable over the cited prior art.

Claims 4-8 and 15

Examiner rejects claims 4-8 and 15 which depend from claim 1 as being anticipated by Davis. Thus, the above remarks are equally applicable for the dependent claims 4-8 and 15. Since claims 4 and 5 depend from claim 3, the above remarks for claim 3 are equally applicable for the dependent claims 4 and 5. As such, claims 4-8 and 15 are clearly allowable over the cited prior art.

Claims 12 and 16

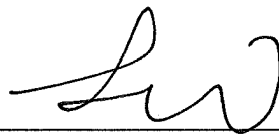
(17) Examiner rejects claims 12 and 16 which depend from claim 10 as being anticipated by Davis. Thus, the above remarks are equally applicable for the dependent claims 12 and 16. As such, claim 12 and 16 are clearly allowable over the cited prior art.

If any issue regarding the allowability of any of the pending claims in the present application could be readily resolved, or if other action could be taken to further advance this application such as an Examiner's amendment, or if the Examiner should have any questions regarding the present amendment, it is respectfully requested that the Examiner please telephone Applicant's undersigned attorney in this regard.

Respectfully submitted,

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